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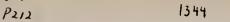
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ADOLPH ZUKOR

To Adolph Zukor, leader of the motion picture industry, who first envisioned quality motion picture entertainment for the millions as we know it today and whose hand and spirit is most responsible for the mighty progress of Paramount, this book and this program of pictures are dedicated.



# THREE MILESTONES

ARAMOUNT'S 20th Birthday Jubilee is of world-wide interest. For the history of Paramount and of Adolph Zukor is the history of the motion picture industry.

IN 1905, Mr. Zukor at his theatre in Newark, N.J., introduced the first multiple-reel picture, "The Passion Play". He installed the first organ ever heard in a picture house and a quartet singing "The Rosary".

The instant response which these innovations, new and daring for their time, received from the public, the entertainment and genuine inspiration which the crowded houses derived, impressed Mr. Zukor deeply. He resolved to devote his life and fortune to the production and distribution of quality photoplays.

THE ideal of the modern motion picture and of Paramount was born.

His plans brought slowly but surely to fruition, Mr. Zukor in 1911 gave the world "Queen Elizabeth", starring Sarah Bernhardt. The succession of "famous players in famous plays"—James K. Hackett in "The Prisoner of Zenda", Mrs. Fiske in "Tess of the D'Urbervilles" and the rest of the royal line—started.

Down through two scores of crowded years Paramount has devoted itself to this ideal first conceived by Adolph Zukor. Today we pause to recall our glorious past and declare anew our allegiance to our first principles.

WE realize the present and the future are of prime importance. Every department of the great Paramount institution is pledged to climax our twenty years of leadership in 1931-2 with the finest program of product it has ever been our good fortune to produce or exhibitors to play.





The first Paramount Poster "Queen Elizabeth."

Jesse L. Lasky's first production, "The Squaw Man". Filmed in Hollywood. Dustin Farnum and Cecil B. De Mille appear.

## FOR 20 YEARS PRINCIPLES

TWENTY years of leadership!

Twenty years of furnishing to exhibitors and the public the world's finest motion pictures in quantity.

More important, twenty years of living steadfastly up to the original high ideal of entertainment quality and service envisioned by Adolph Zukor.

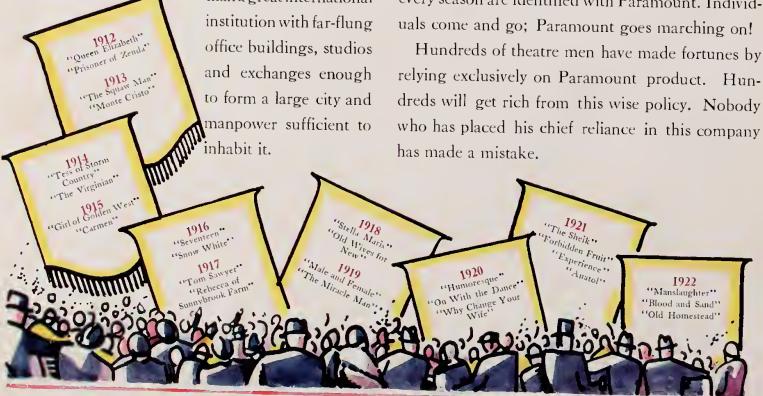
Paramount is more than a picture company, more

than a great international institution with far-flung office buildings, studios and exchanges enough to form a large city and manpower sufficient to

Paramount is a never failing source of great shows delivered when and as promised, a trade mark of dependability and fair dealing, a protector of exhibitor investments, the foremost bulwark of the industry, staunch and strong as Gibraltar.

The leading stars, the most successful directors, the outstanding creative talent in all branches in every season are identified with Paramount. Individ-

relying exclusively on Paramount product. Hundreds will get rich from this wise policy. Nobody who has placed his chief reliance in this company



## PARAMOUNT PRODUCT AND HAVE LED THE INDUSTRY

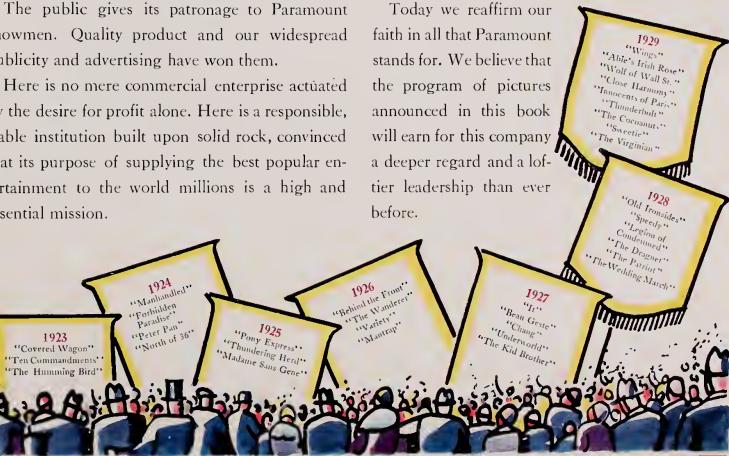
The acting profession respects Paramount. It is the highest ambition of players to work in our studios. It is the mark of superior merit.

Exhibitors like to deal with Paramount. It is profitable, and square dealing is appreciated.

The public gives its patronage to Paramount showmen. Quality product and our widespread publicity and advertising have won them.

by the desire for profit alone. Here is a responsible, stable institution built upon solid rock, convinced that its purpose of supplying the best popular entertainment to the world millions is a high and essential mission.

Those who buy from Paramount buy more than film in cans. They buy the high ideals, the dependability, the quality guarantees and the other assets symbolized by the Paramount trade mark that money cannot buy.





Marlene Dietrich

### TODAY'S BIGGEST HITS!

TOTHING is so important to exhibitors as the answer to, "What kind of pictures are you giving us right now and in the next few weeks?" It's a happy fact that the best Paramount product of the current season comes from March to August, 1931. We believe it is our strongest spring line-up.

To go back a minute to the beginning of the 1930-31 season, we need only to cite such hits as the Marx Brothers in "Animal Crackers", "Manslaughter", "Let's Go Native", Ruth Chatterton in "Anybody's Woman" and "The Right to Love", Lubitsch's "Monte Carlo", Maurice Chevalier in "Playboy of Paris", Nancy Carroll in "Laughter", Harold Lloyd in "Feet First", "Tom Sawyer" and Marlene Dietrich to prove that Paramount leads this year, as usual. But even bigger hits are here and on the way.

"DISHONORED", starring the Great Dietrich with Victor McLaglen, is smashing all records in its long run at the Rialto, New York. Topping even "Morocco" figures in key spots.

"UNFAITHFUL", starring Ruth Chatterton with Paul Lukas, is making even the high "Anybody's Woman" marks tumble. Another Chatterton picture, "MY SIN" set for July release.

"SCANDAL SHEET", in which George Bancroft stars with Clive Brook and Kay Francis, is doing the heaviest Bancroft business in years. "HONOR AMONG LOVERS", starring Claudette Colbert and Fredric March with Charlie Ruggles, is proving to be just what the box office ordered.

1930-1

Manslaughter"

"Any body's

 $W_{0m_{\partial \eta}}$ Animal Crackers"

Monte Carlo

's Go Native"



1930

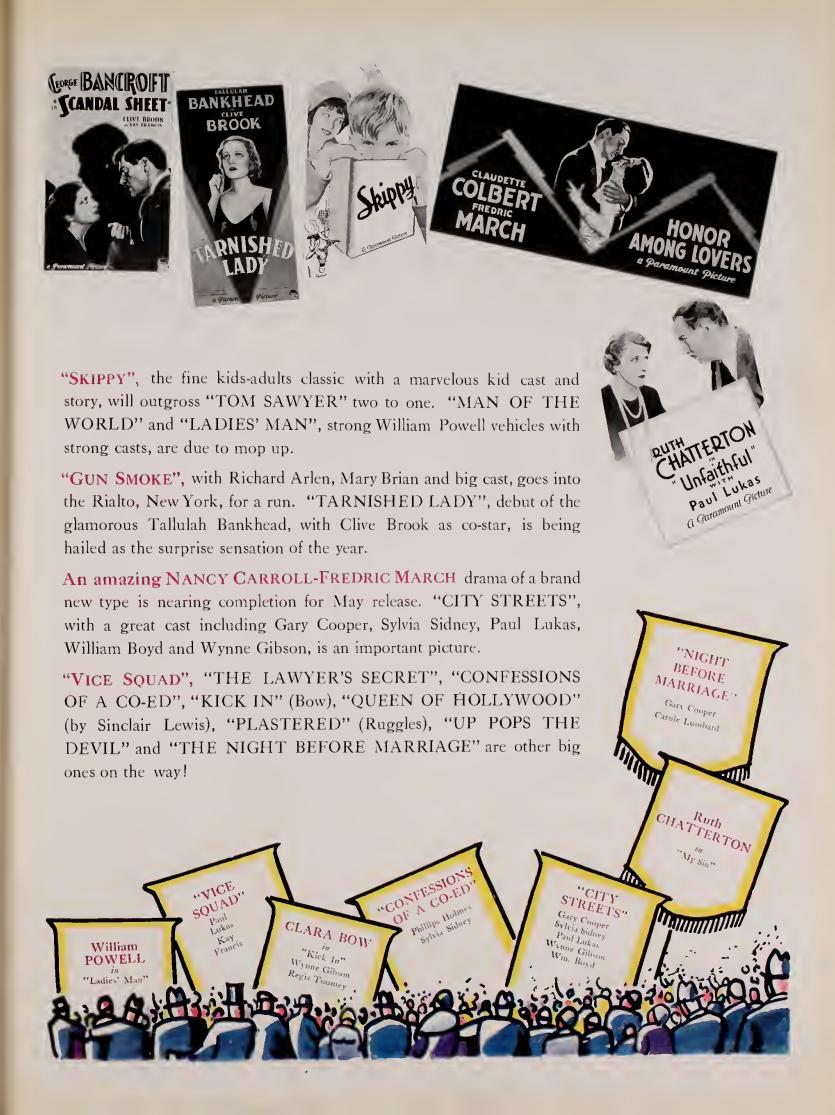
"The Big Pond"

"Devil's Holiday"

"Shadow of the Law

"Byrd at South Pole"

For the Defense



### **PARAMOUNT**

### THE BUY WORD FOR 1931-2!

We think Paramount's 20th Birthday Jubilee Program, announced in the pages that follow, constitutes the strongest group of product in this company's history.

We will release a full supply of pictures in the coming season. With public tastes in plays and players continually changing and with our policy of giving theatres the best of every new development, we cannot undertake at this time to describe the exact details of every picture.

To hogtie production and confine it to a program fixed in some cases over a year before the pictures are released would be the worst possible service to theatres. For that reason this announcement must not be held a part of any written exhibition contract.

Subsequent pages contain:

1. A large number of productions definitely to be made by Paramount and released in 1931-2. In many cases the pictures are finished or in production.

- 2. A definite list of stars of known box office value, with the number of pictures each star will make and a description of pictures set now.
- 3. A complete line-up of quality short subjects based upon actual theatre needs and consisting of proven successful series and of real star names of established merit.

Additional feature pictures of the same high standard will be announced from time to time and produced.

On the basis of the information given in these pages and of all that the Paramount trade mark stands for and has stood for during 20 years of acknowledged leadership of this business, we invite you to study this program carefully and then make certain of having Paramount in the coming season by buying and reserving playing time NOW!



THE BOOK OF THE YEAR!











## INDISCRETION

### DIRECTED BY JOSEF VON STERNBERG

THE first of the new season productions starring the most popular woman on the screen will be "Indiscretion". Josef von Sternberg, who directed "Morocco" and "Dishonored", will make it. Miss Dietrich will be seen as a glamorous lady of mystery loved by many men but her heart true to only one. Settings and other details will reflect the high standards of quality that have distinguished the Dietrich-von Sternberg Paramount successes to date. Following "Indiscretion", Miss Dietrich will be starred in other Paramount releases.

## MARLENE DIETRICH

### The Amazing Rise of Dietrich

A glamorous new star captured the hearts and imaginations of the public during the past season, and Marlene Dietrich became the outstanding female screen personality of the world. Even before the release of her very first picture, "Morocco", theatre goers sensed her greatness.

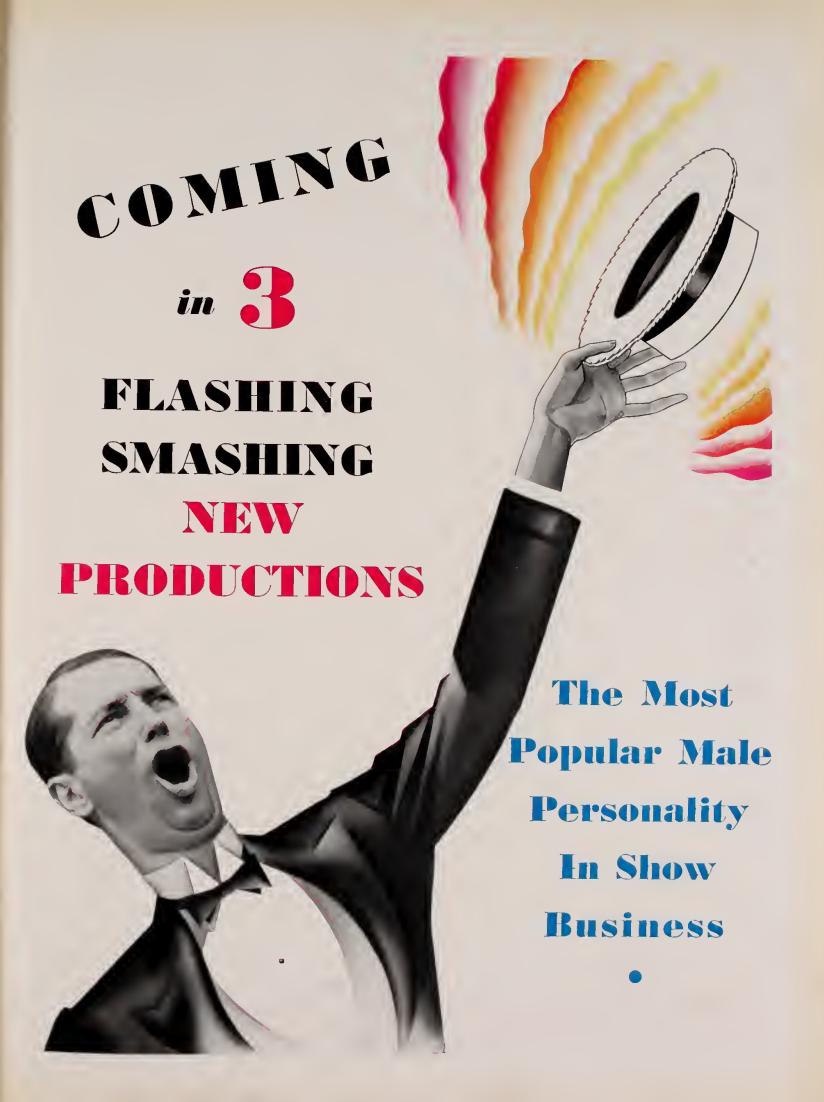
"The Blue Angel" and "Dishonored" confirmed the public's judgement. Beautiful, glamorous, exotic, mysterious and a splendid actress, "the woman who is all women" has swept to glory. Her name in electrics is today probably the most potent magnet a theatre can possess.



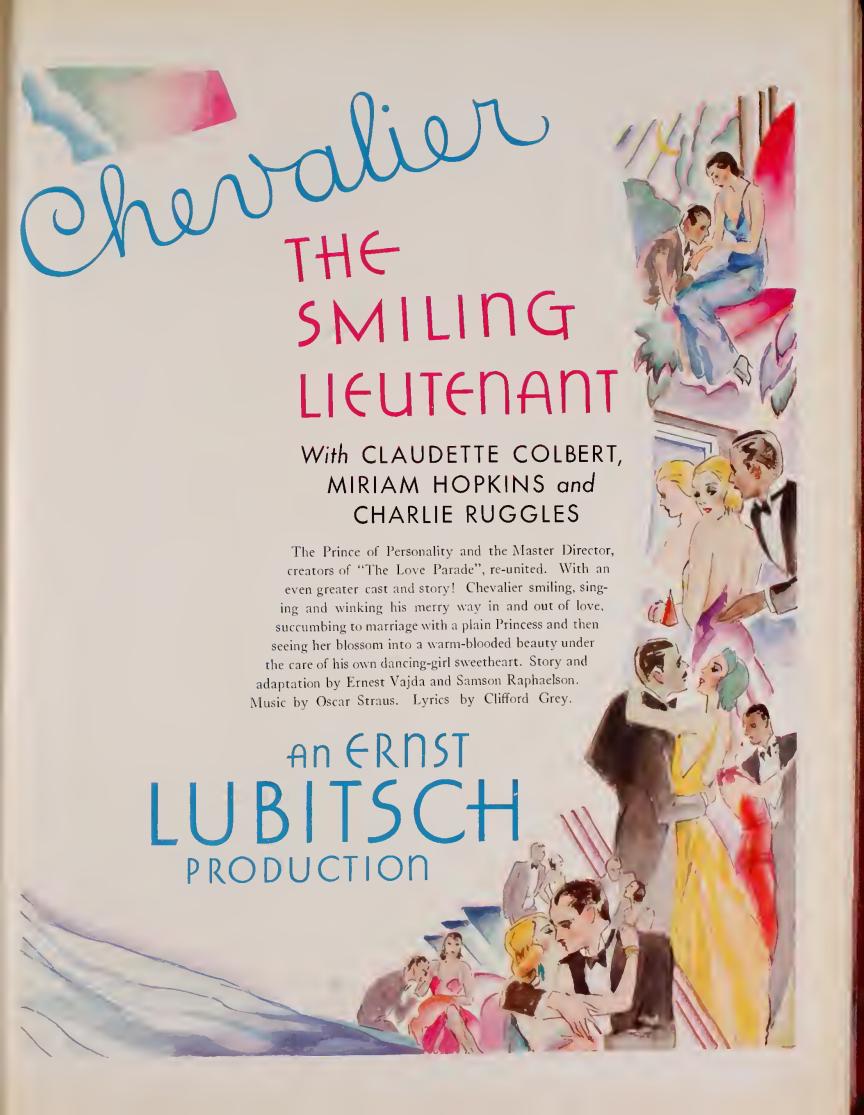
Newspapers, magazines and the conversations of the fan millions are filled with talk about this gorgeous girl. She is the idol of the hour—and a lasting one because her popularity is based upon real merit.

Fine Dietrich pictures have been made. Greater ones are on the way. The riches of her magnificent art and personality have only been hinted.

Under the gifted hand of Josef von Sternberg, a minimum of two Dietrich releases will come to you in 1931-2.













## with PAUL LUKAS, KAY FRANCIS and LILYAN TASHMAN

A drama that searches deeply into the hearts of the dazzling unmarried but not unwooed big eity girls who ride in limousines but don't pay the chauffeurs. Are they happy? Do they ever really love? This story about one of them, her man, his wife, his son, her younger sister, tells the startling, intimate truth. Your box office wins!

## MARX BROTHERS MAKE NEW HIT









### With CLAUDETTE COLBERT

A large and distinguished cast appears with Paramount's glamorous brunette in this smart, exciting story by Charles Braekett, Saturday Evening Post and New Yorker ace writer. An underpaid social secretary by day, a bejewelled social belle by night, this beautiful girl invades the loves, scandals and intrigues of high society. The production is box office from start to finish.

## "SECRETS of a SECRETARY"







JOSEF VON STERNBERG

production with

PHILLIPS HOLMES

SYLVIA SIDNEY

FRANCES DEE

Adapted by Josef von Sternberg and Samuel Hoffenstein from the famous novel by

THEODORE DREISER





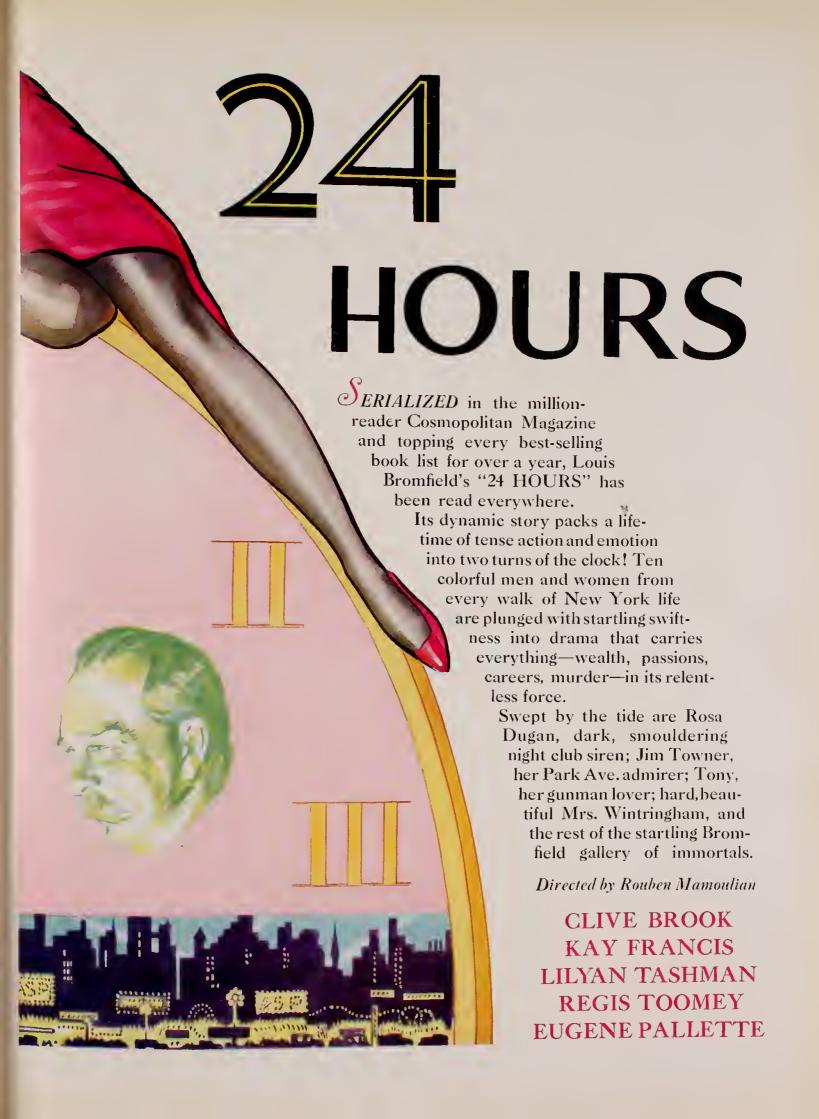
## TRAGEDY

ow Dreiser's mighty masterpiece, written with a pen of fire, lives upon the talking screen. No heroes, no villains; human beings, pawns of fate, groping, loving, sinning. Weak, likable Clyde; lonely, love-hungry Roberta; rich, beautiful Sondra. All the stark, powerful drama of human courage and folly revealed so the world will long remember.

Millions have read the book in many tongues. Millions await the picture. From the master hand of Josef von Sternberg, creator of "Morocco" and "Dishonored", it is coming. With an ideal cast and a marvelous Paramount surrounding production. More than a picture; A WORLD AWAITED EVENT!









With CARMAN BARNES, TOM DOUGLAS and All-Star Cast

# FAREWELL TO ARMS











# THE THREE GREATEST HITS

NOWING it will please exhibitors and public alike, will be on this company's 1931-2 program with a trio of mighty vehicles that should make his previous high box office marks pale beside them. Named by Variety recently after a nation-wide survey as "the best box office draw on the screen", Bancroft will live up to that name. Nothing will be left undone to carry Bancroft to taller heights than ever.



Flashing into the public eye first with "Underworld" and into the public ear with "Wolf of Wall Street", Bancroft has been a towering figure of strength at the ticket windows ever since. His latest Paramount picture, "Scandal Sheet", has been a coast-to-coast mop-up. Three great stories which will exploit his giant personality in the way the public likes him best, are being chosen with care.

The first Bancroft vehicle, as yet untitled, will probably be the story of a man who started with nothing and fought upward with brain and brawn until he was sitting on top of the world. With everything he craved and had never been able to have —beautiful women, position, wealth. But who made the fatal mistake of overestimating the, to him, all conquering power of MONEY. A well known author is now working on the treatment of this great story.

Especially strong casts will support George Bancroft during the coming season. Powerful stories, ace directors and lavish surrounding production values will guarantee the new Bancroft pictures as heavy profit-winners.

Watch for Big Announcements of Three New and Mighty Bancroft Pictures!

## ERNST LUBITSCH PRODUCTION

# MORALS and MARRIAGE



M

FREDRIC MARCH and a brilliant cast



Crnst LUBITSCH'S



ubitsch directing a powerful drama of elemental human loves and hates. That's great news for any box office! A story that begins where "All Quiet on the Western Front'' left off. A French boy kills a German lad in battle. Of a sensitive and imaginative disposition, he is urged by conscience years later to go back and make restitution to the slain youth's parents. So he deserts gay Paris for a simple little town in Germany.

Going to the home of the man he killed to assuage the sorrow he caused. Seeking the absent boy's stern father, mother-and sweetheart-to purge his conscience. Meeting amazing complications, including a great love which he never expected to find. Phillips Holmes, fresh from his great role in "An American Tragedy," will be the interesting hero. Miriam Hopkins, after playing opposite Chevalier in "Smiling Lieutenant," is the girl.

From the play by Maurice Rostand and Alfred Savoir



## Dr. Jekyll and Mr. Hyde







### Nancy Carroll

in WILD BEHUTY

of Mateel Howe Farnham's popular novel of the same name. The story of a high spirited, pretty but poor girl who is swept into an elopement by a rich boy, then has to battle all of his snobbish relatives in order to hold him. For a time she seems to be conquered by her fiery ordeal but her native pluck and courage win out.





ot since Marlene Dietrich has Paramount introduced a new star with as electrifying a personality and so rich a promise as Tallulah Bankhead, the Golden Blonde from Alabama. Deserting the American stage at the height of a successful career, Miss Bankhead became a sensation for years in London. Now she has returned to her native land and is winning fresh laurels on the screen. Equally meteoric has been the rise to popularity of handsome Fredric March. He is the new male idol of the fans. These two players will be co-starred in an original story by John Colton, co-author of "Rain". It is an intense love drama. Later each will be starred separately in other big pictures.

### TALLULAH BANKHEAD.. FREDRIC MARCH



### STARS-AND REAL STARS

THE word "stars" is often loosely applied. Merely billing a player above the title of the picture doesn't make a star. The box-office alone makes the REAL STARS.

A REAL star is an outstanding screen personality whose name draws big crowds to theatres. Paramount's Stars are Real Stars.

To BUY Paramount stars is a guarantee to exhibitors of real high-powered names that attract. To be a Paramount star is a coveted honor among screen actresses and actors. It is the highest mark of distinction in the profession.

Sometimes stars flash almost overnight, like a Dietrich or a Chevalier. Sometimes they are built over a period of years. Paramount is the industry's great starmaker. More real stellar figures have been developed in our studios than in all others put together.

Under the care of Paramount's expert production organization, with the best of everything surrounding them, real talent meets the reward of stardom naturally and inevitably in Paramount's studios.

NEVER in the history of this company have we had so many well established real stars under our banner. Never have we been blessed with so many talented personalities, with such rich star possibilities. We list them in the pages that follow. We are proud of them and we believe you will be too.





ALWAYS outstanding events of any season, Harold Lloyd productions are especially welcome in these exacting times when it takes big stars and big attractions to make big money. Lloyd pictures, drawing both adults and children, are healthy tonics for the entire industry. His latest, now in work by the Harold Lloyd Corporation, will be a leading feature of Paramount's 20th Birthday Jubilee.



MARLENE DIETRICH

The sensational rise of Marlene Dietrich is another example of Paramount's ability to develop great box office stars almost over night in its own studios. In the course of three pictures Miss Dietrich has become second to none.



CHEVALIER has been hailed by scores of critics as "the greatest single attraction in show business". Thousands of fan admirers share this opinion. Certainly his famous name on a marquise is a surefire reason for packed houses.



### FREDRIC MARCH

THE CURRENT SEASON saw Fredric March mount swiftly up the ladder of popularity. "Laughter", "The Royal Family of Broadway" and "Honor Among Lovers" brought an overwhelming demand to star this handsome, brilliant player. Another example of Paramount's wise policy of developing big stars by the only natural, lasting means of fine pictures.

### CLAUDETTE COLBERT

ALWAYS a splendid drawing card on the stage, Miss Colbert is now coming into her own as an important film star. "The Lady Lies" introduced her to cinema fans. "Manslaughter" and "Honor Among Lovers" advanced her reputation still further. Paramount's ambitious plans for her in 1931-2 will make her a fine exhibitor asset.



### PHILLIPS HOLMES

SEEING great possibilities in Phillips Holmes when he was still a student at Princeton University, Paramount brought him to Hollywood and started the process of development that has made him today a polished performer and earned him the coveted role of hero in "An American Tragedy". Already a fan favorite, his future holds glorious promise.



### SYLVIA SIDNEY

Paramount beat several companies to the punch in luring this young and beautiful player from the stage to pictures. Scarcely out of her 'teens, Miss Sidney starred in "Bad Girl" and other stage hits. An actress of deep emotional fire, she will unquestionably prove a sensation on Paramount's 1931-2 program.



# THE MARX BROTHERS

THE MERRY, mad Marxes bring a new type of comedy to the screen that clicks like a million dollars. No need to tell you of the high grosses piled up by "The Cocoanuts" and "Animal Crackers".



"ABIE'S IRISH ROSE" brought Nancy Carroll her first film fame. "Devil's Holiday", "Laughter" and "Stolen Heaven" proved Nancy to be a great dramatic star.



No larger or more loyal body of fan admirers exists than the army that claims tempestuous, red-headed Clara Bow as their favorite. Today Clara is entrenched in their hearts more firmly than ever. Paramount in 1931-2 will surround the Brooklyn Bonfire with directors, casts and stories of a merit that cannot help but insure success.

### **GARY COOPER**

The current season has been a lucky one for Gary Cooper. Awarded strong roles and playing them up to the hilt, the tall Montanan has been steadily developing as a major box office figure. "The Virginian", "Seven Days' Leave" and "Morocco" were milestones in his progress. Movie-goers, especially women, love his direct, sincere type of acting.





### RUTH CHATTERTON

Miss Chatterton brought a polished dramatic ability and depth to the screen that made her instantly popular. Name almost any Chatterton vehicle—"Madame X", "Sarah and Son", "Anybody's Woman", "Unfaithful", etc.—and it spells hit. In the coming season Paramount will surround Miss Chatterton with the same fine casts, direction, stories and showmanship that have aided so materially in her success.

### RICHARD ARLEN

Husky, handsome Dick Arlen scored big in "Wings" and has been famous since for his action-packed outdoor roles. His contributions to "The Virginian", "The Santa Fe Trail" and other money-makers were high spots during the current season. On the basis of fan mail and other check-ups on popularity Arlen invariably stands near the top. He will continue to appear in the breezy type of character in which he is so well liked.



### **JACK OAKIE**

"America's Joy Friend", the lad who running-broad-grinned himself into the hearts of the amusement-loving world, has some great 1931-2 news for his hordes of followers. Louder and funnier Oakies will be one of the slogans of the Paramount production department for the coming season. Not that Jack hasn't been loud and funny hitherto, but there are some even more side-splitting vehicles in store for him.





"The audience liked the star, but the first appearance of Paul Lukas in the picture brought a storm of applause. They followed him closely throughout. Going out, several people took the trouble to tell me Lukas ought to be starred." Typical report from a theatre manager, one of hundreds of similar reports, that have led to Paramount's ambitious plans for Lukas. Expect great things.



### TALLULAH BANKHEAD

A VERY GREAT new star has come to pictures. Her first production, "Tarnished Lady", will convince you of that beyond a doubt. A beautiful Alabama girl, a success on the American stage, then the sensational craze of London for years, Miss Bankhead has returned to her native land and scored a triumph. Already she is one of the foremost dramatic actresses of the screen.

### CLIVE BROOK

In a fan magazine recently Clive Brook said his favorite role was that of "Heliotrope Harry" in "Forgotten Faces". It must have been difficult to pick a preference from the gallery of splendid screen portraits which this gifted artist has created. His male leads in "Anybody's Woman", "The Laughing Lady" and "Tarnished Lady" bear the Brook hallmark of perfection.



### **CHARLES ROGERS**

PLAYING a personal appearance recently at the Paramount Theatre, New York, young Charles Rogers was literally mobbed by hundreds of admirers every time he ventured out of the side stage door. His fan mail tops that of almost every other male star in pictures. Such popularity must be deserved—and Paramount will turn it into box office cash for you in the coming season.



AUTHOR of a best seller, "School Girl", at nineteen, Carman Barnes came to Hollywood to assist in its preparation for the screen. Production executives, seeing fine screen possibilities in this exotic Southern beauty, persuaded her to a screen test. Results were electrifying. Miss Barnes was signed to an acting contract. She is the talk of Paramount's West Coast studio.







### JACKIE AND ROBERT COOGAN

Thousands welcomed Jackie Coogan to the talking screen in "Tom Sawyer" and his drawing power contributed no little to that film's amazing popularity. Jackie will appear in several more Mark Twain stories for Paramount soon. Jackie's younger brother, Robert, looking and acting as Jackie did in "The Kid", makes his screen debut in "Skippy". Hollywood predicts the same brilliant future for Robert that Jackie has realized so richly.



The virile performances of George Bancroft in such hits as "Underworld," "Docks of New York," "Scandal Sheet" and many others will never be forgotten. Declared by hundreds of critics to possess the finest voice and the most forceful male personality of any screen star, he has won an army of admirers. Paramount is lining up for him the strongest story material of his career.



### CAROLE LOMBARD

Fast stepping towards stardom is the glamorous platinum blonde, Carole Lombard. First bursting on the Paramount firmament in "Safety in Numbers", she has created widespread comment.



### **CHARLIE RUGGLES**

Ruggles is a bright, laugh-provoking spot in every picture in which he appears. "Gentlemen of the Press", "Lady Lies", "Her Wedding Night", "Honor Among Lovers"—you name 'em. More important roles await him.

### **MIRIAM HOPKINS**

PARAMOUNT lured from the stage where she was a sensation in "An American Tragedy", "Lysistrata" and other hits, beautiful blonde Miriam Hopkins. Lubitsch, a marvelous judge of talent, chose her instantly for big roles.











William Royd







Marry Distant

James Codlaga

Juliette Compton









Brances Dec

Chaire Boild

Lon Dougle

Smart Lewin









Sorting in Losten

Is in Lamines

skeeps traffigher

Wynne Gibson





and other stars are mighty pullers of juvenile business.

THEM TO YOU!

YOU NEED THE KIDS. PARAMOUNT GIVES





The casts for both "Huckleberry Finn" and "Tom Sawyer, Detective" will consist substantially of the same group of juvenile and adult players who made Paramount's "Tom Sawyer" such a delight for young and old and a box office triumph; namely Jackie Coogan, Mitzi Green, Junior Durkin, Jackie Searl and Robert Coogan (Jackie's talented little brother.)

"TOM SAWYER, DETECTIVE" portrays the rollicking adventures of the inimitable Huck and Tom in solving a mystery, locating a fortune in stolen money and re-uniting a pair of lovers. It is packed with the same brand of clean, wholesome excitement and fun as the original "TOM SAWYER".





The Love Story of a Gigolo



#### and a large cast of favorites

I. A. R. Wylie's striking Delineator Magazine serial and novel of a handsome ex-war hero shoved by want into the job of dancing and making love to lonely, rich ladies in a famous Vienna cafe, for money. A nobleman by birth, he conceals it with an armor of mystery and pride. Till a lovely New York society girl and a widow from Merryville, Iowa, enter his life. The tense interest in the gigolo theme (see songs, stories, etc.) and the rising popularity of Lukas make this a money show.

EVENINGS FOR SALE



# GRAFT



## With GARY COOPER and an all-star cast

Big, handsome, he-man Gary Cooper strides mightily into his own in this red-blooded drama adapted from Dashiell Hammett's best selling novel, "The Glass Key". Gary plays a big-city boss's right hand man who forces himself into danger to conquer his own inner fear induced by the nerve-shattering rigors of the War—and to win the girl he loves. Gary fights his enemies' hired gunmen and solves a murder mystery to win out.



Picturized on the spectacular scale which the importance and scope of the famous subject demand, David Belasco's great hit, "Rose of the Rancho," sweeps across the talking screen. With Richard Arlen as the dashing hero and a big cast of favorites. Packed with colorful romance and blood-stirring action. And produced entirely in Technicolor.

### DOLORES DEL RIO RICHARD ARLEN

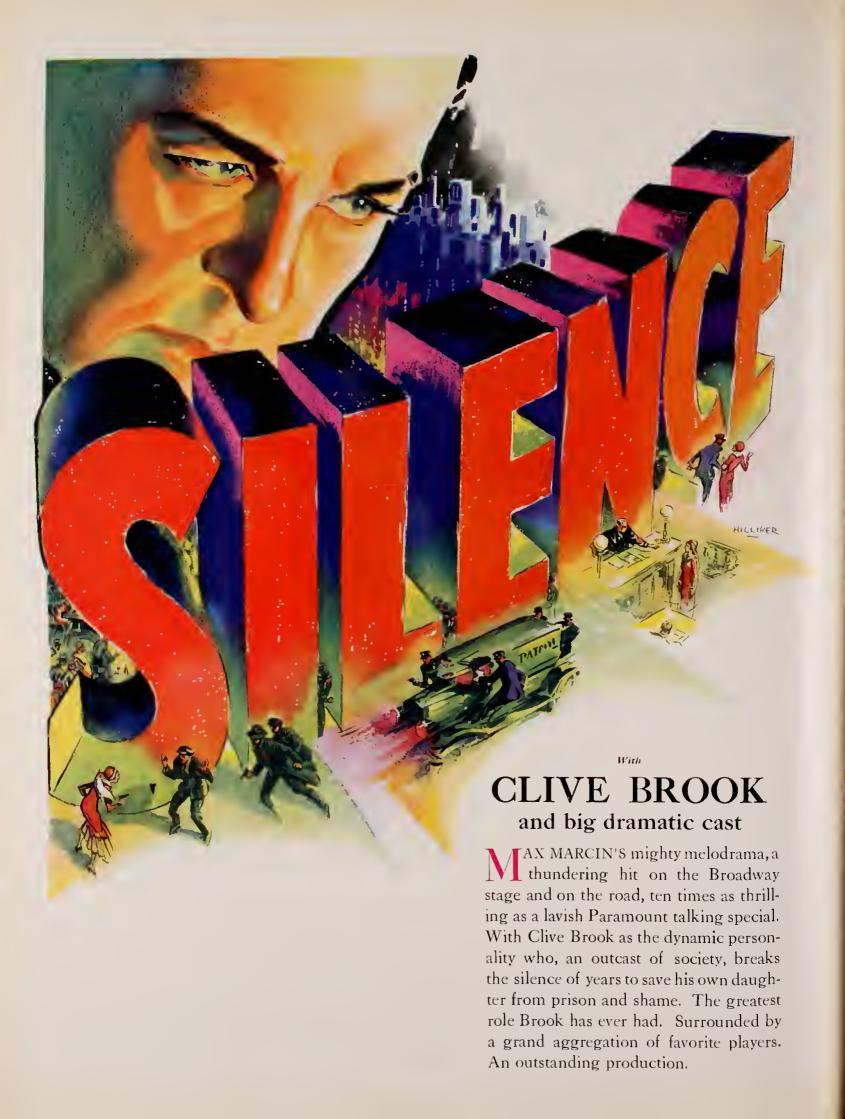
and special cast

From the play by David Belasco and Richard Walton Tully





ROSE THE RANCHO





### PAUL LUKAS and big cast

ASTRANGE and gripping love-melodrama based upon the famous play by Alberto Casella, adapted in English by Walter Ferris. Based on humans' age-old and unflagging interest in the eerie and supernatural. Every man and woman will some day entertain "the strange guest". Here this mysterious, handsome young stranger visits a rich society week-end party and fascinates a beautiful girl, carrying her away to a startling destiny. Bound to be one of the most talked-about pictures in Paramount's 20th Birthday Jubilee Program.







## "THE MARINES HAVE LANDED"







CLAUDETTE COLBERT

and a splendid cast

CLAUDETTE COLBERT, favorite in "Manslaughter," "Honor Among Lovers" and other hits, heads an exceptional cast as the heroine of Edgar Wallace's thriller-romance, "Uncertain Women." An inside drama of the clever, beautiful ladies of mystery who have luxurious apartments, limousines and high positions in society—and detectives on their trails. Among these fascinating fakers lovely Claudette plays a dangerous and exciting game, on the side of the law—and wins.





From a new powerful and unusual story by

#### EDGAR WALLACE

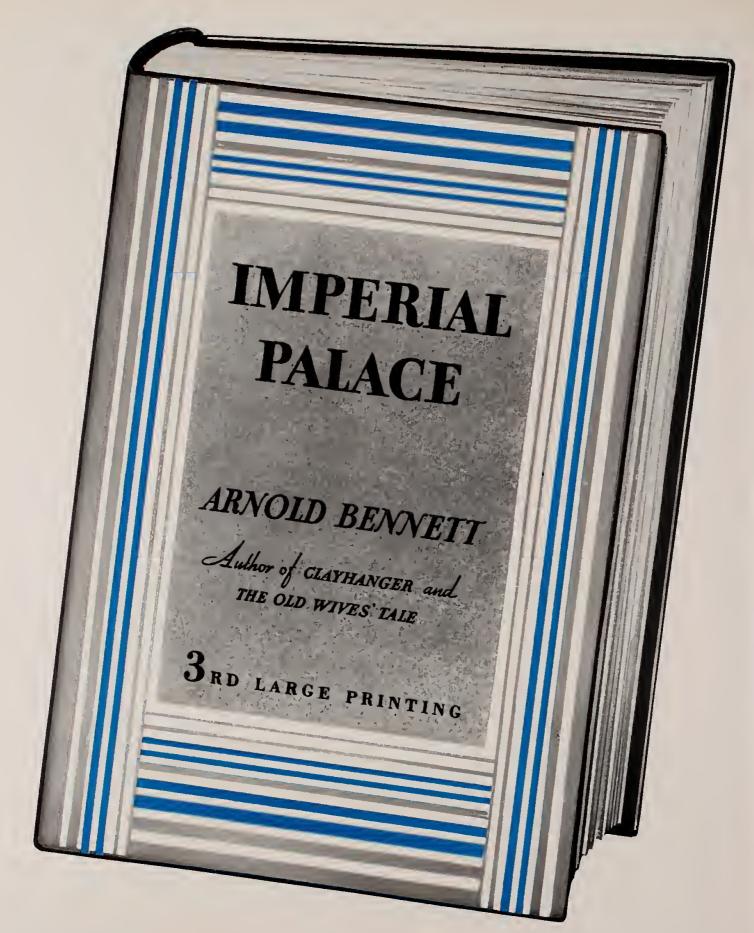
World's most popular author of modern mystery novels



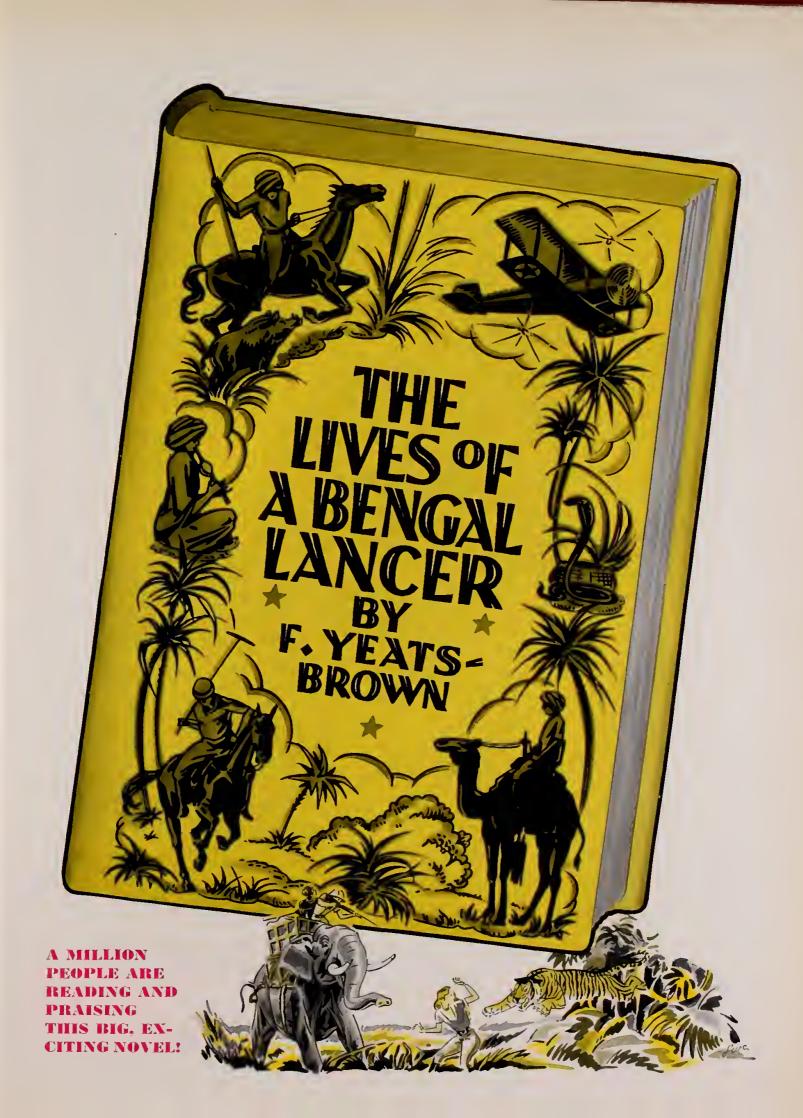


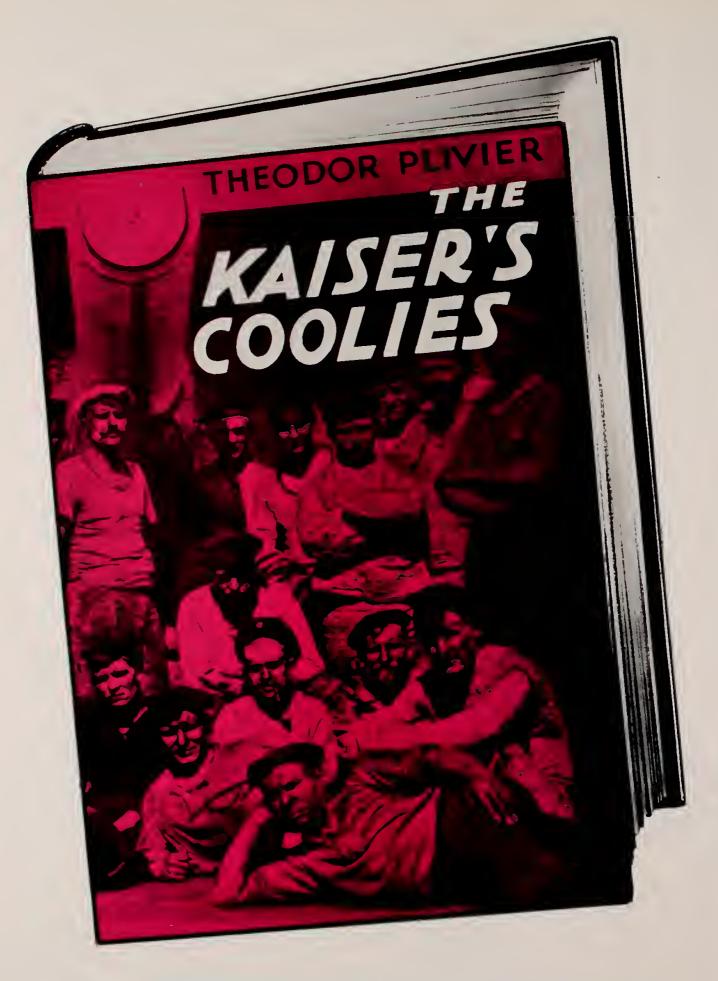






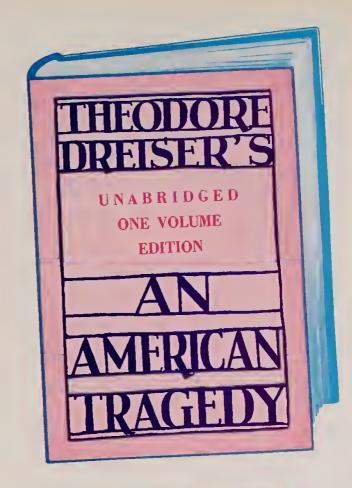
THESE GREAT BOOKS
WILL BE PARAMOUNT PICTURES...



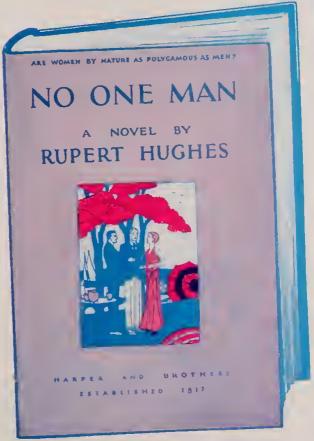


SENSATIONAL BEST SELLER!



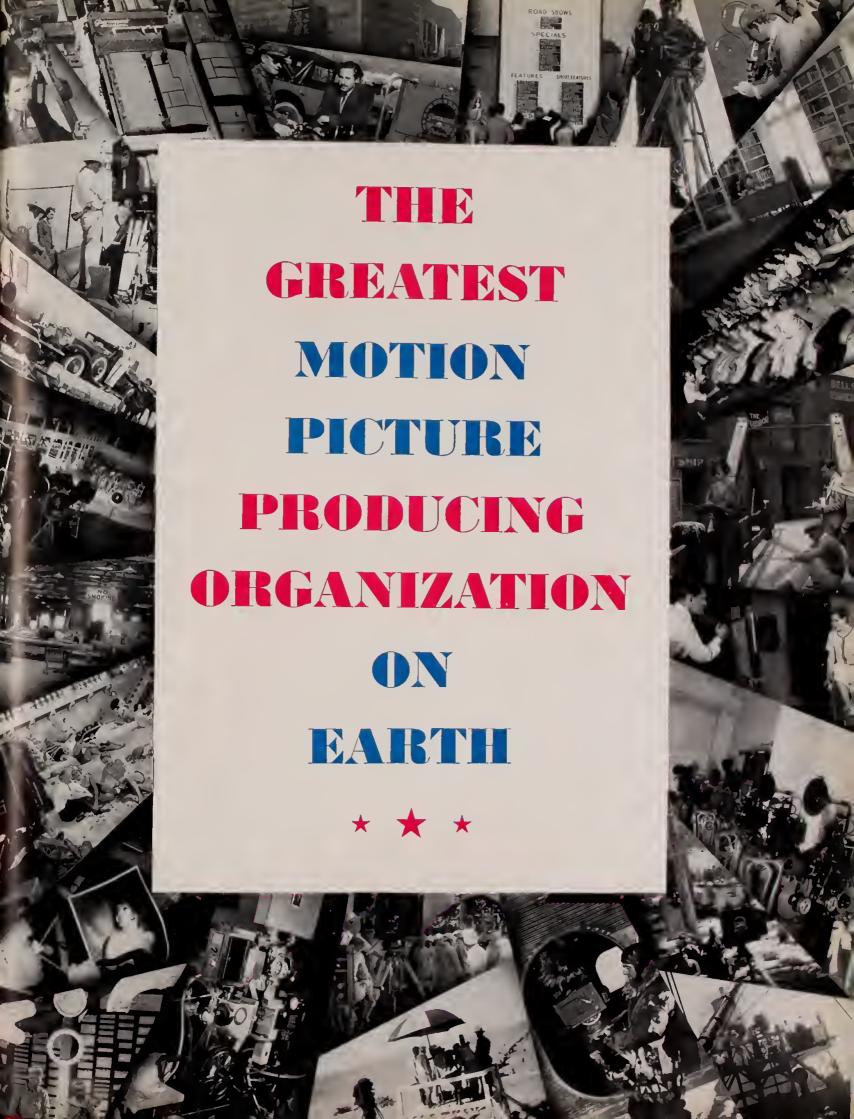






n addition to these Giants of Fiction, such popular books as Edward Granberry's "STRANGERS AND LOVERS", Robert Louis Stevenson's "DR. JEKYLL AND MR. HYDE", Helen Zenna Smith's "STEP-DAUGHTERS OF WAR", Mateel Howe Farnham's "WILD BEAUTY", Grace Perkins' "PERSONAL MAID", Mark Twain's "HUCKLEBERRY FINN" and "TOM SAWYER, DETECTIVE", Arthur Stringer's "MANHANDLED", Dashiell Hammett's "THE GLASS KEY" ("GRAFT"), J. P. McEvoy's "MISTER NOODLE" and many others will be produced by Paramount.







ped with brains,

resources and ex-

perience to carry

forward the torch

of Paramount pro-

duction leadership

to ever greater



WALTER WANGER

triumphs.

Giant Paramount studios in Hollywood, New York and Paris are working to capacity turning out the superb product that means riches to exhibitors and fine entertainment for the millions. Magnificent producing plants, the best in the business.

Here are show-The cream of the acting, directorial and techmen! nical talent is enrolled under Paramount's shining banner. Showmen equip-

But it's the directing heads responsible for turning these mighty assets into box office dollars that are vitally important. Paramount's produc-

tion chiefs are the industry's mastershowmen. Making pictures to attract the modern public and pack theatres is their life and creed. They have built an organization that breathes showmanship.



B. P. SCHULBERG



### THESE SHOWMEN WORK FOR YOUR THEATRES!



David Selznick



THE men on these pages have their feet on the ground and their eyes on the box office. Pledged to the traditional quality ideals of Paramount, they move heaven and earth to give you good shows. They are alert, ultra-modern, quick to detect in advance public tastes and trends.

Behind these men is a giant, world-wide organization, capturing the best material and talent.









Sam Jaffe







Richard A. Rowland



Al Kaufman



Lonis A. Lighton





Melville Shaner





Julian Johnson





Frank Brandow





### ACE DIRECTORS!



Ernst Lubitsch









Edmund Goulding



Richard Wallace

 $I_N$  all its 20 years of screen leadership Paramount has always been particularly strong in directors. List the really outstanding directorial talent in any season and you've practically named this company's roster. Good directors just naturally come to Paramount. Our player strength, wealth of great stories and mighty resources inspire their best efforts.

Paramount directors are more than directors. They're great showmen. Their skill turns likely player prospects into stars and stars into bigger stars. They inject into pictures those precious ingredients that make them box office hits.

In all its history Paramount has never been able to boast of as many tried-and-proven ace showmendirectors as are working in this company's studios today. No better assurance of the success of Paramount's 1931-2 Program could be given than the names listed on this and the page opposite.



Frank Tuttle







Edward Sutherland



CHECK over the list of showman names given here. They have been linked with the big box office successes of the past. They are all set for the greatest work of their careers.

From time to time other fine directors will be added. Paramount is ceaseless in its search for talent in all branches of production and

singularly competent in developing real ability to its fullest flower. The results show on your screen.



David Burton





Norman Tanrog



**Edward Sloman** 



Lothur Mendes



Victor Heerman



Smart Walker





Berthold Viertel



Louis Gasnier





Lloyd Corrigan



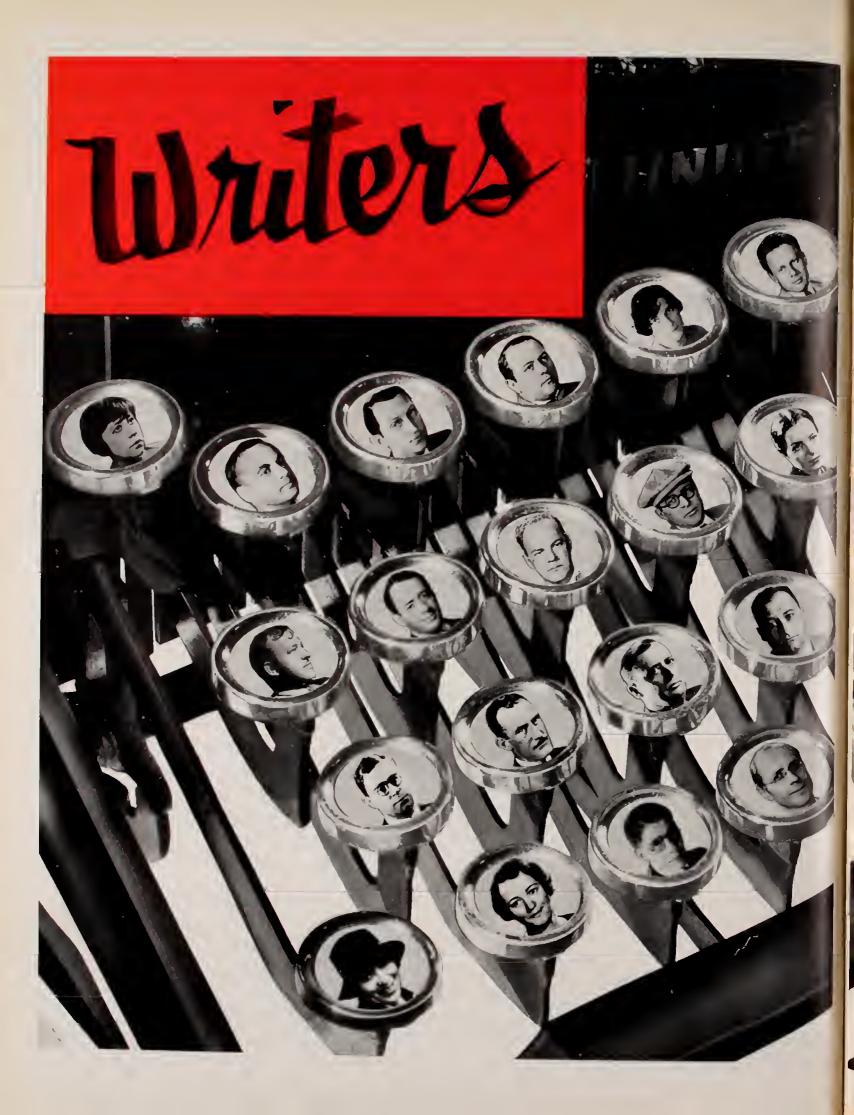
Dudley Murphy







Edward Goodman





(STARTING WITH TOP ROW, READING LEFT TO RIGHT)

Zoe Akins Guy Bolton Bartlett Cormack Lloyd Corrigan Marion Dix Paul Hervey Fox Percy Heath Arthur Kober

Ben Hecht Samuel Hoffenstein Jack McDermott Will B. Johnstone Grover Jones Virginia Kellogg Jack Kirkland Charles Furthmann Vincent Lawrence Oliver H. P. Garrett Agnes Brand Leahy S. J. Perelman Erna Mankiewicz Herman Mankiewicz Samson Raphaelson Betty White Joseph Mankiewicz Jose Carner-Ribalta Lajos Zihaly Max Marcin

Wm.Slavens McNutt Sam Spewack Sam Mintz Henry Myers Ed. Paramore, Jr. Ursula Parrott Gertrude Purcell

George Marion, Jr. Viola Brothers Shore Bella Spewack Donald Ogden Stewart Preston Sturges Dwight Taylor Ernest Vajda John V. A. Weaver Louis Weitzenkorn



# THE BIG HIT SONGS of the hour are from PARAMOUNT PICTURES!

Paramount has a big music department turning out the melodies that click over the air, with the bands, in the home. They advertise Paramount Pictures and the Paramount exhibitor. Check the well known titles above. They're paramount in the music world.







# Paramount Sound News Hits Record Heights!



EMANUEL COMEN

HEN Paramount Sound News scored its meteoric success at the start, theatre men and public realized that a new and greater sound news reel had come into the field. When

this fresh, ultra-modern news reel went right on piling up the business, swiftly gaining new accounts by the week and day, the whole industry admitted the news reel field has a powerful leader—PARAMOUNT SOUND NEWS!

Our sound news is different from any other in the field. We admit it proudly. Editor Emanuel Cohen, keenest news reel brain in the world, and his far-flung staff, have a definite creed: Get the news. Get real news. Get it first. Get it on theatre screens first. And, very important, get it on entertainingly. No time, money or effort are ever spared in making this creed good.

Watch audiences viewing Paramount Sound News. They sit tense, laugh, applaud. They have a swell time. That sells seats.





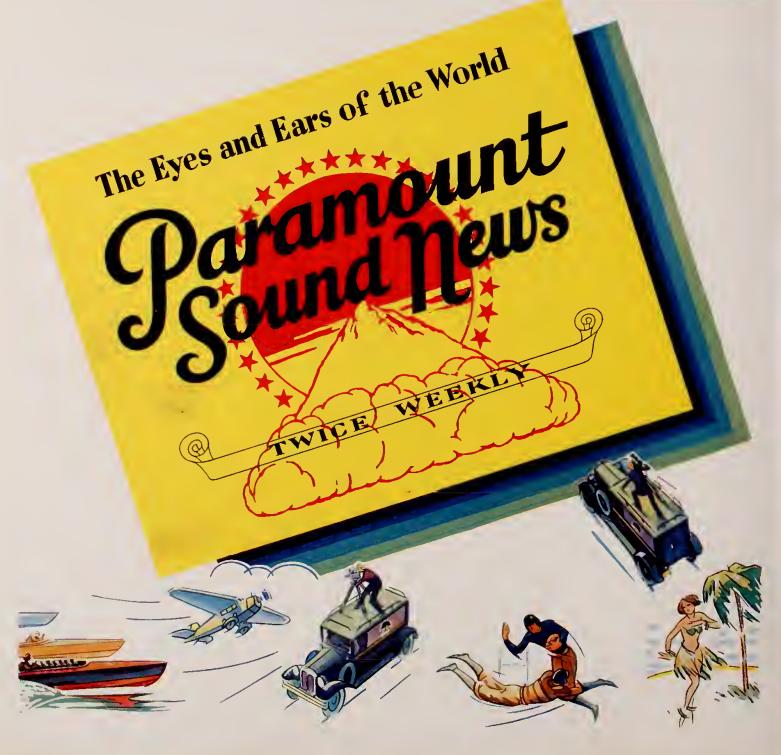


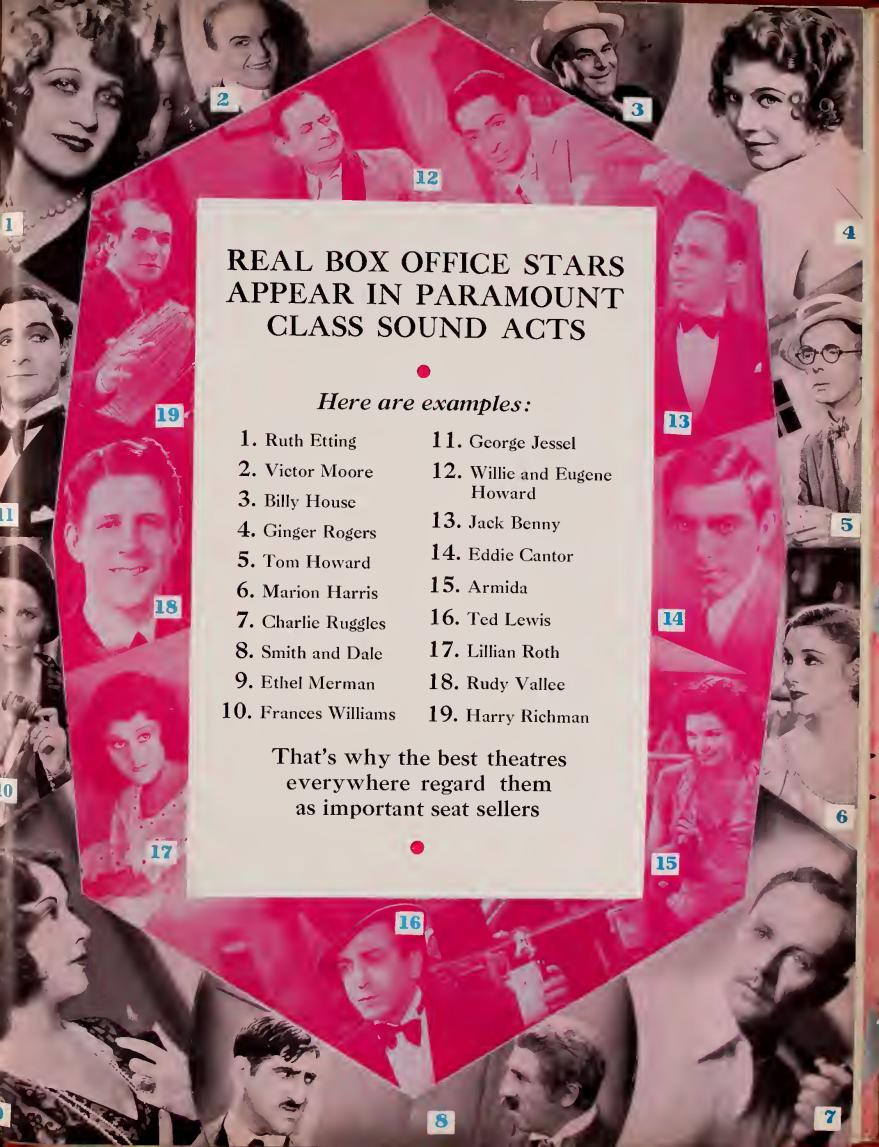
Paramount Sound News is entrenched as the Big Ace of the news reel field. In strategic points here and abroad special editions are issued which are very popular.

Check the industry's record of big news scoops over the past few years and PARAMOUNT SOUND NEWS leads by far. Check the exclusives, the real live news features, and the same thing is true. And, more important, check the vital, superior entertainment value of this great reel week after week.

There IS a different and greater sound news; PARAMOUNT SOUND NEWS is IT!





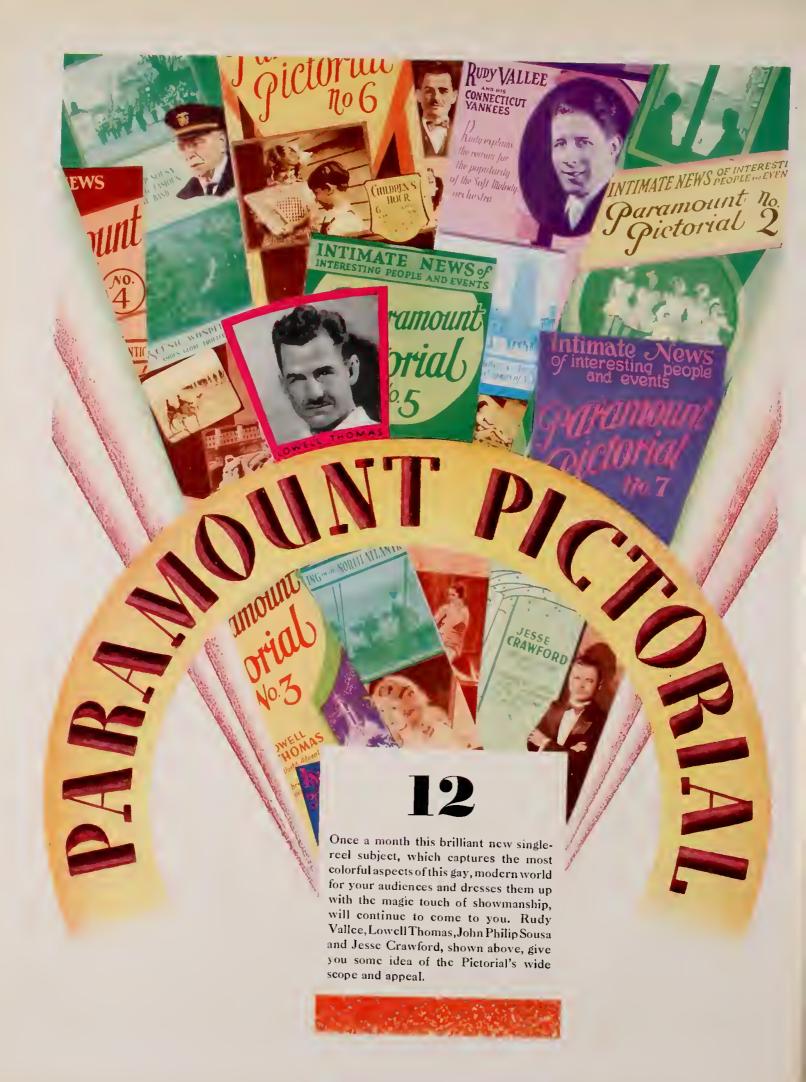


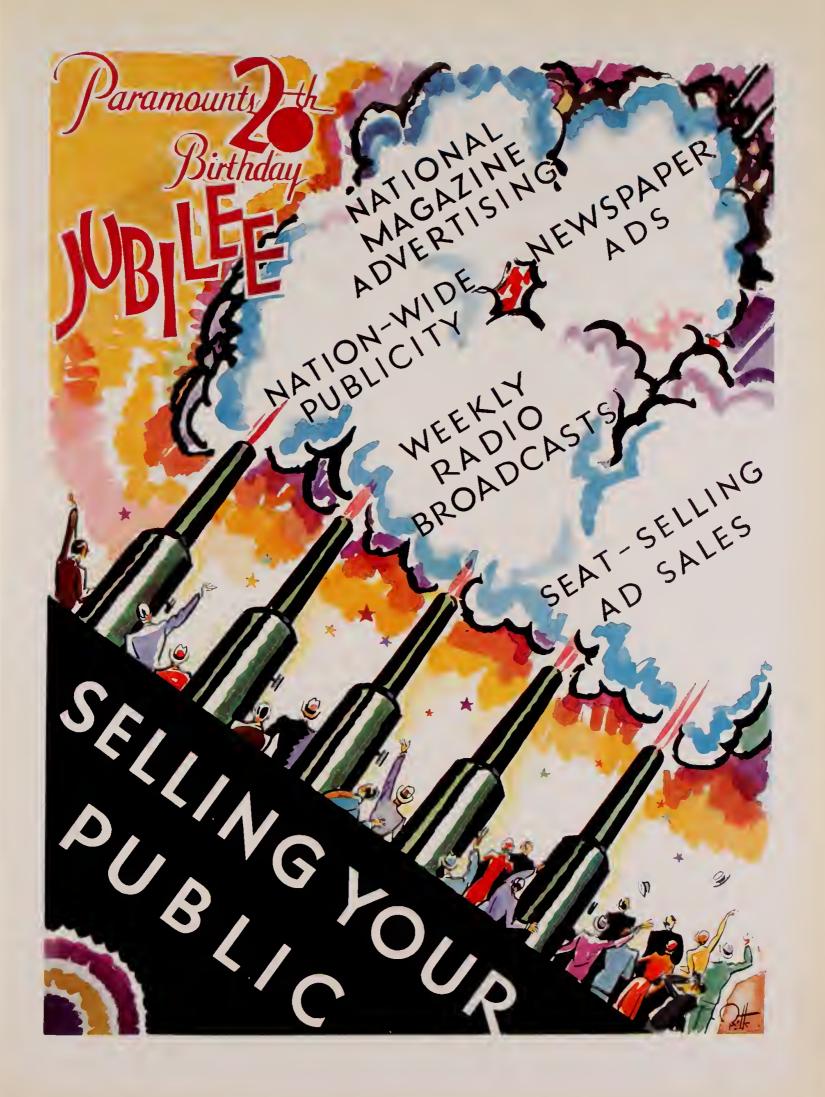


















THE posters on recent Paramount Pictures shown on this page are typical of the high class of advertising material available at every Paramount exchange on each release. Posters, heralds, rotos, banners, window cards, ad mats, star photos, novelties of all kinds—every type of ad that will sell a seat—is at your disposal. All of best quality. A large staff of expert practical showmen prepare this ammunition. The ad sales manager at your Paramount exchange has it. "If it's worth running, it's worth advertising."





#### 62 RADIO STATIONS IN SEAT-SELLING PLUGS!

Every Tuesday night at 10:30, Eastern Standard Time, over the Columbia Broadcasting System coast-to-coast network Paramount plays and players are sold to the public. The Paramount-Publix Hour ranks with the most popular on the air, as proven by millions of letters from listeners. In addition to these weekly broadcasts, Paramount news goes continually on the air on specially arranged radio features. No other film company is making such extensive and successful use of this medium.





It is our belief that the program outlined in this announcement is, from the standpoints of quality and box office, the strongest line-up of pictures PARAMOUNT has ever offered.





John D. Clark



George J. Schaefer

#### SUMMARY

### PARAMOUNT'S 20th BIRTHDAY JUBILEE PROGRAM. 1931-2

# THESE GREAT PERSONALITIES Will appear in the productions

HAROLD LLOYD MARLENE DIETRICH MAURICE CHEVALIER GEORGE BANCROFT MARX BROTHERS RUTH CHATTERTON NANCY CARROLL GARY COOPER CLARA BOW RICHARD ARLEN TALLULAH BANKHEAD JACK OAKIE FREDRIC MARCH CLAUDETTE COLBERT PHILLIPS HOLMES DOLORES DEL RIO SYLVIA SIDNEY CLIVE BROOK CAROLE LOMBARD PAUL LUKAS MIRIAM HOPKINS JACKIE COOGAN ROBERT COOGAN JACKIE COOPER MITZI GREEN JACKIE SEARL CHARLES STARRETT

CHARLES ROGERS CARMAN BARNES KAY FRANCIS ELEANOR BOARDMAN WILLIAM BOYD CHARLIE RUGGLES MARY BRIAN SKEETS GALLAGHER STUART ERWIN WYNNE GIBSON ANNA MAY WONG WARNER OLAND EUGENE PALLETTE LILYAN TASHMAN FAY WRAY TOM DOUGLAS GINGER ROGERS FRANCES DEE REGIS TOOMEY NORMAN FOSTER JEAN ARTHUR JULIETTE COMPTON HELEN JOHNSON MARCIA MANNERS ROSITA MORENO FRANK MORGAN JUNE COLLYER

## THESE MIGHTY PRODUCTIONS Additions will be announced

HAROLD LLOYD PROD. SMILING LIEUTENANT INDISCRETION MONKEY BUSINESS LOVE ME TONIGHT AMERICAN TRAGEDY FAREWELL TO ARMS 24 HOURS NO ONE MAN DR. JEKYLL & MR. HYDE HUCKLEBERRY FINN TOM SAWYER, DETECTIVE STEPDAUGHTERS OF WAR TOMORROW & TOMORROW PERSONAL MAID WILD BEAUTY MANHANDLED CHINA (tent. title) MR. NOODLE (tent.) ROSE OF THE RANCHO THIS IS NEW YORK CHEATED HELP WANTED CAUGHT!

MORALS & MARRIAGE SOOKY
GIRLS ABOUT TOWN
SECRETS OF SECRETARY
STRANGERS & LOVERS
EVENINGS FOR SALE
GRAFT
SHOP GIRL
SILENCE
THE STRANGE GUEST
THE ROUND UP
DAUGHTER OF DRAGON
UNCERTAIN WOMEN
MARINES HAVE LANDED

#### SHORT FEATURES

104 SOUND NEWS
100 ONE-REELERS
52 Acts
18 Screen Songs
18 Talkartoons
12 Pictorials
32 TWO-REELERS
Comedies

IMPORTANT ADDITION: "MURDER BY THE CLOCK", by Rufus King, the most popular and exciting mystery novel of the hour, will be produced by Paramount.



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